

*Livlog*

JAN 21 1944

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, JANUARY 21, 1944

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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### FASHION EDITORS PLEASE NOTE

Despite the dearth of social secretaries to answer R.S.V.P.'s, we are urged to respond to invitations by telephone or in writing because of the food situation. Whenever refreshments are served, whether it be cocktails or luncheon, it is necessary for your hosts to notify the hotel in advance as to the expected attendance. Please help the war effort professionally by indicating attendance or regrets.

Now Showing	LINE OF CLASSIC SWIM SUITS AND GIRDLES	MABS OF HOLLYWOOD	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Now Going On	EXHIBIT: "WORDS AS WEAPONS OF WAR" Don't miss seeing the instruments of propaganda as used by the Offices of War Information for the United Nations. The leaflets are drawn from the invaded countries' under-ground papers and other secret methods of imparting hope to enslaved peoples. Free to public. Publ.: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND U.S. TREASURY DEPT.	LEXINGTON AT 59TH ST. STREET FLOOR

Now Showing	SPRING DRESS COLLECTION	HORWITZ & DUBERMAN	498 SEVENTH AVENUE
	SPRING DRESS COLLECTION	BABS JUNIOR	498 SEVENTH AVENUE
	SPRING NEGLIGEE COLLECTION	HELEN LOBEL	16 EAST 34TH STREET
	SPRING HAT COLLECTION	MME. PAULINE	6 EAST 53RD STREET
	SPRING HAT COLLECTION	ROSE SAPHIRE	501 MADISON AVENUE

Friday Jan. 21 4:00 P.M.	DRAMA: "IT'S YOUR WAR TOO" To dramatize the desperate need for Nurses' Aides, the following will take part in a one act play at Bonwit Teller: Ethel Barrymore Colt, Virginia Field, Virginia Peine, Joan Wetmore and others. Public invited. Publicity: June Clark, EL. 5-6800.	BONWIT TELLER & NURSES' AIDES	721 FIFTH AVENUE 3RD FLOOR
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Friday Jan. 21	POLKA MILITARY BALL 11th Annual Benefit Ball of the Kosciuszko Foundation. Features include a "Polish Wedding in Scotland" in which authentic groups of the nations in exile will render national dances in native costume to gay folk music. Open to public. Admission \$3.30 (including tax). Press by invitation. Contact: Prof. Stephen P. Mizwa, RH. 4-7375.	KOSCIUSZKO FOUNDATION	WALDORF ASTORIA HOTEL GRAND BALLROOM
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Sunday Jan. 23 8:30 P.M.	NEWSPAPER WOMEN'S CLUB SPONSORS LECTURE This lecture is sponsored by the N.Y. Newspaper Women's Club, and will have, among other speakers, Anne O'Hare McCormick, N.Y. Times, Sigrid Schultz, formerly of the Chicago Tribune, and Quentin Reynolds, Collier's. Mrs. Ogden Reid will preside. Tickets may be procured at Town Hall box office and Newspaper Women's Club, Hotel Biltmore.	JOSEPH C. GREW, FORMER AMBASSADOR TO JAPAN	TOWN HALL 113 WEST 43RD STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 24, 1944</u>			
Monday Jan. 24 11:00 A.M.	MILLINERY PRESS SHOWING Preview of Spring Collection, for invited press. PL. 3-6607.	ERIK OF PARIS	SALON 15 EAST 53RD STREET Contact: Erik of Paris,
Monday Jan. 24-28 11:00 A.M. 2:30 P.M. 4:00 P.M.	MOVIE: "HIDDEN HUNGER" This is a U. S. official movie, showing the effect of malnutrition and im- proper eating habits, and the advantages of proper diet. Public invited. Publicity: Etta Loughran, CH. 4-2000.	R. H. MACY & CO. INC.	HOME CENTER BASEMENT
Monday Jan. 24 12:30 P.M. Luncheon	PREVIEW: UNRATIONED SHOE COLLECTION The outstanding creator of high-styled women's shoes comes forth with an unrationed Spring and Summer shoe collection. Press, by invitation. Publicity: Viola Shefer, PL. 3-2116.	DELMAN OF BERGDORF	MADISON HOTEL 15 EAST 58TH STREET
Monday Jan. 24 8:00 P.M.	NATIONAL WAR BOND DRIVE Contact: Herman Chopak, CH. 4-4490.	RAYON AND ALLIED INDUSTRIES	ENGINEERING AUDITORIUM 29 WEST 39TH STREET
Monday Jan. 24	SUMMER OPENINGS	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
Tuesday Jan. 25 1:00 P.M. Luncheon	COLLECTION OF ADVANCE SPRING HAT FASHIONS Open to public. Press by invitation. Luncheon a la carte. Publicity: Rosemary Sheehan, CO. 5-3147; Ritz Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER (509 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 26 10:00 A.M. Through Luncheon	FIRST MEETING: SCIENTIFIC SECTION Members and non-members of Toilet Goods Ass'n invited to this meeting which will take up the chemical and scientific aspects of cosmetic packaging, physical and cosmetic benefits of products. Experts in each field will make brief reports. Costs, \$1.00 for registration, plus \$3.50 for lunch- eon. Contact: Toilet Good Association, CO. 5-5443.	TOILET GOODS ASS'N	WALDORF ASTORIA HOTEL PARK AVENUE AT 50TH ST.
Wednesday Jan. 26 11:15 A.M.	MAID OF COTTON AT WAR BOND DRIVE Linwood Gisclard, 1944 Maid of Cotton, will make a personal appearance at the Cotton Exchange on Wednesday to aid in the War Bond Drive. Contact: Elizabeth Harris, Hotel Lexington, WI. 2-4400.	NEW YORK COTTON EXCHANGE	60 BEAVER STREET
Wednesday Jan. 26 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Mary Lewis presents her 4th showing of Sears Roebuck styles. These mail- order fashions are challenging to the fashion industry. Everything shown, strictly new, hot off the press from the spring and summer catalogue. Sears Roebuck Publicity: Rosemary Sheehan, CO. 5-3147. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	SEARS ROEBUCK	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 26- Mar. 5	EXHIBIT: WAR MANOEUVRE MODELS Scale models and photographs of battle formations, tactical operations and terrain in the various War Theatres will be on view. This is the same elaborate and spectacular exhibit shown in and created for Life Magazine. Publicity: Sarah Newmeyer, CI. 5-8900.	NORMAN BEL GEDDES & MUSEUM OF MODERN ART	11 WEST 53RD STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 26 4:00 P.M.	PRESS SHOWING OF SPRING MILLINERY New collection, for review by press. Contact: Roger Vivier, RE. 7-4165	SUZANNE ET ROGER	SALON 24 EAST 64TH STREET
Thursday Jan. 27 3:00 P.M.	SPRING HAT PRESENTATION Advance look at Spring Hats, commentaries by Paule Madoc. Open to press and trade by invitation. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE
Thursday Jan. 27 4:00 P.M.	SCHOOL MAKE-IT-YOUR- SELF FASHION SHOW & TEA Admission to this fashion show for the sewing teachers of greater New York is strictly by invitation. Macy's Publicity: Kay Inglis Jones, CH. 4-2000. Advance Pattern Co. Publicity: Claire A. Wolff, LO. 5-5978.	ADVANCE PATTERN CO. & MACY'S FABRIC CENTER	PENNSYLVANIA HOTEL GRAND BALLROOM
Friday Jan. 28 10:30 A.M.	4TH WAR LOAN MEETING "TRICKS FOR TEENS" CLUB Besides a Fashion Show, there will be a talk on how teen-agers can aid the 4th War Loan Drive. There will also be celebrity guest stars. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR
Friday Jan. 28 3:15 P.M.	COOKING SCHOOL; THRIFTY COOKING TIPS How to prepare left-overs appetizingly is the theme of the cooking discussion by Elsa Steinberger, lecturer of the Brooklyn Union Gas Co. Public invited, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Saturday Jan. 29 10:00 P.M. On..... Fashion Show 12:00 P.M.	OFFICIAL OPENING: PRES- IDENT'S BIRTHDAY BALL This year's President's Birthday Ball will feature a fashion show of Louis Ritter's Furs. Advance Spring styles, climaxed by award of a mink coat to the lucky winner, for the benefit of the Nat'l Foundation for Infantile Paralysis. Honorary Chairman, Mrs. James Watson Gerard. Tickets, \$12.50, including supper, obtainable from Nat'l Foundation for Infantile Paralysis at the Waldorf. Publicity: Adele Brown and Dorothy King, WI. 2-4814.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Monday Jan. 31 1:00 P.M. Luncheon	LUNCHEON FASHIONS: HATS AND GOWNS Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	DOROTHY GORDON (HATS) SONIA TAFEL (GOWNS)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 31	SPRING LINES OF FASHIONS AND MILLINERY	CHICAGO FASHION MARKET	INDIVIDUAL CHICAGO SHOWROOMS
Tuesday Feb. 1 10:30 A.M.	PRESENTATION OF FASHION ORIGINALS This dress collection designed by Margo Gaudiosi looks ahead prophetically to summer fashions. Open to trade and press by invitation. Contact: Bender & Hamburger, CH. 4-0450.	BENDER & HAMBURGER	498 SEVENTH AVENUE
Tuesday Feb. 1 1:00 P.M. Luncheon	<del>LUNCHEON</del> <i>Spring Headlines</i> FASHION SHOW: <i>Necklines</i> The theme of this show is "Headlines and Necklines for Spring 1944." It is a coordinated show with hair styles by Mona Manet and fashions by H. B. Burnett. Commentaries, Estelle Ellis, Women's Editor. Open to public. Press by invitation. Luncheon a la carte. Click Publ.: Stephanie Frey, MU. 2-4690. Manet Publ.: Sara Fox, PL. 8-2687. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	CLICK MAGAZINE	RITZ CARLTON HOTEL OVAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 1	FIRST SHOWING: SUMMER COLLECTIONS Members of the Sportswear Guild begin showing their summer lines Feb. 1st, hopeful of making April delivery. Members of the Sportswear Guild who will exhibit: <u>Feb. 1</u> Kane-Weill Star-Maid Dresses <u>Feb. 2</u> Zoltan Rosenberg Mutual-Rosenbloom	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
		<u>Feb. 3</u> Davidow David M. Goodstein Charles W. Nudelman Sport-Craft <u>Feb. 8</u> Adler & Adler	
	<del>Contact: Bert Reinitz, LA. 4-5976.</del>		
Tuesday Feb. 1	7TH ANNUAL "AMERICANA" ISSUE OF VOGUE The theme of Vogue's 7th Annual "Americana" issue is "What's Happened to L 85?", showing how this dress ruling has affected fashions and the grooves it has worn in the fashion picture. Promotion ideas for shoes, hats, dresses, suits and coats will be pictured and described, and ways suggested for stores to exploit "Americana" a la Vogue. For tie-ins, contact: Frederika Fox, MO. 4-7500.	CONDE NAST	420 LEXINGTON AVENUE
Wednesday Feb. 2	CUSTOM-ORDER MILLINERY SHOWING Two talented designers, Tatiana du Plessix and Josephi, will have created their interpretation of the newest hats for this Spring. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	SAKS 5TH AVENUE	CUSTOM MILLINERY SALON 3RD FLOOR
Wednesday Feb. 2- Feb. 17	CHILDREN'S ART WORK 50-60 paintings and constructions made at the "Holiday Circus" by children from 4-12 years of age. Children invited. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday Feb. 3 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW This is another Spring showing by Florell, with new features. Open to public. Press by invitation. Luncheon \$2. Florell Publicity: Mr. Fredericks, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.	WALTER FLORELL (29 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Feb. 3 4:00 P.M.	PRESENTATION: FASHION CRITICS' AWARD The annual Coty award of Bronze Plaque and money prizes given to designers, whose fashions have most influenced the American public in the past year, will be given at the Hunter College Auditorium. This award is given for the purpose of encouraging original American designs. Its permanent jury consists of about 50 of the outstanding newspaper and magazine fashion editors in N. Y. Publicity: Eleanor Lambert, PL. 5-8580. Coty Publicity: Mary Jorzick, CO. 5-5100.	COTY, INC.	HUNTER COLLEGE AUDITORIUM
Thursday Feb. 3 Friday Feb. 4	TRAINING COURSE FOR VICTORY GARDENS There will be 4 sessions in a training school course for leaders of Victory Garden Groups to be given at the aforementioned places, starting Feb. 3rd, and Feb. 4th. For further information, Contact: Dr. Utter, Greater N. Y. Victory Garden Council, CH. 4-4360.	GREATER N. Y. VICTORY GARDEN COUNCIL	WEST SIDE Y.M.C.A. B'KLYN ACADEMY OF MUSIC STATEN ISLAND MUSEUM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 7 10:30 A.M.	PRESS PREVIEW OF SPRING FASHIONS The annual 2-day Spring Fashion Revue which Bloomingdale's presents first for the press on Mon. morning and thereafter repeats 3 times for the public; Mon., 3:30 P.M., Tues., 11:30 A.M. and 2:30 P.M. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
Monday Feb. 7	OPENING SUMMER SEASON COLLECTIONS <del>Individual dates, not yet determined, will be announced.</del> The FOGA Openings <i>always</i> attract large numbers of buyers to N. Y. and stimulate all other openings during the time buyers are here. Representatives from all over the country are expected for this event. Contact: Leonard Gendler, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
Tuesday Feb. 8 <i>line 2</i>	PRESS PREVIEW SPRING FASHIONS Never miss a Lord and Taylor fashion show. Press strictly by invitation. Publicity: Eleanor Howard, WI. 7-3300.	LORD AND TAYLOR	424 FIFTH AVENUE
Tuesday Feb. 8 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Contact: Anita Andra, PL. 8-1809. Ritz Publicity: Marion Morrison, PL. 3-4600.	ANITA ANDRA (558 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Feb. 9 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW These fashions look ahead to summer and have the carefree gaiety that characterizes Lanz clothes. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Publicity: Ted Saucier, EL. 5-3000.	LANZ OF SALZBURG (668 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Feb. 10 1:00 P.M. Luncheon	HOSIERY FASHION SHOW Presenting the Spring Stocking Story in the usual authoritative Gotham manner. Fashion press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY CO.	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
Friday Feb. 11	BIGGEST DOG SHOW IN THE WORLD	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Saturday Feb. 12	The 68th annual show of the Westminster Kennel Club will be held for 2 days. For the second time "Dogs For Defense, Inc.", the official war dog procurement agency, will be the beneficiary of this show. There will be an Exhibition of Champions and of Best Breeds shown under spotlight, dramatized and presented special certificates. Nine dog clubs are participating under the Westminster Kennel Club auspices. There will be 6 groups for Best in Show. They are the sporting dog, hounds, terriers, working group, toy dogs and non-sporting dogs. More than 50,000 persons are expected to attend this 2 day show. Admission for spectators, \$1.65. Dog entrees, \$5 apiece. Press by invitation. Publicity: Mrs. Kelley, PL. 5-8592.		
Saturday Feb. 12 2:30 P.M.	ANNUAL BOY SCOUT FLAG PRESENTATION 44 Boy Scout Troops organized in 1943 will attend the Flag Presentation by Abraham & Straus at which top officials of Brooklyn Boy Scout organizations and members of the Armed Forces will speak. On Saturday, Feb. 19th, a similar performance will be held for the Brooklyn Girl Scout Troops. Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 14	ST. VALENTINE'S DAY (Monday)		
Monday Feb. 14 1:00 P.M. Luncheon	VALENTINE BRIDAL SHOW A romantic presentation of bridal fashions, entitled "Mother, Daughter and Diamond Ring", featuring diamond jewelry and gowns for the bride and her feminine attendants. New ways to combine custom-made and ready-to-wear fashions for highly individual weddings, making jewelry an integral part of the ensemble. Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Charlotte Parker, N. W. Ayer & Son, CI. 6-0200.	THE TAILORED WOMAN VAN CLEEF AND ARPELS	ST. REGIS HOTEL IRIDIUM ROOM
Monday Feb. 14 2:30 P.M. Through Mar. 19	EXHIBIT: CENTURY OF POLISH PAINTINGS 50 Paintings lent by American collectors, presented through the cooperation of the Polish Government. Press preview, Monday, Feb. 14, 2:30 P.M. Open to public Feb. 16. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. BALCONY
Monday Feb. 14 3:00 P.M.	PRESS PREVIEW: SPRING SUIT SHOWING A selection of smart Spring Suits. Press by invitation. Publicity: Florence Epstein, LA. 4-7000.	SAKS 34TH STREET	SUIT DEPARTMENT 4TH FLOOR
Tuesday Feb. 15 10:30 A.M.	PREVIEW OF SPRING MILLINERY Showing of Bendel Hat Originals not to be missed. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Tuesday Feb. 15 1:00 P.M. Luncheon	JUNIOR STYLE PRESENTATION A showing of teen-age fashions. Open to public. Press by invitation. Luncheon a la carte. Publicity: George Engel Jr., RH. 4-9300. Ritz Publicity: Marion Morrison, PL. 3-4600. <i>Volushka - Pl 3-2117</i>	JANE ENGEL (1025 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 15	MARCH ISSUE FEATURES DALLAS MARKET	WOMEN'S REPORTER	EMPIRE STATE BUILDING
Wednesday Feb. 16 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: <del>SPRING FORECAST</del> <i>a collection of Spring fashions</i> Details to be announced in early issue of FASHION CALENDAR. Open to public. Luncheon a la carte. Press by invitation. Franklin Simon Publicity: Mildred Kaldor, WI. 7-9600; Waldorf Publicity: Ted Saucier, EL. 5-3000.	FRANKLIN SIMON & CO. (414 5TH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Feb. 16- Apr. 16	OPENING: LARGE EXHIBIT MODERN DRAWINGS This is a very important exhibit including drawings by Cezanne, Picasso, Van Gogh, Renoir, Rodin, Maillol, Matisse, Bellows, Chagall and Tchelitchew. Publicity: Sarah Newmeyer, CI. 5-8900.	MUSEUM OF MODERN ART & ART INSTITUTE OF CHICAGO	11 WEST 53RD STREET 2ND FLOOR GALLERIES
Saturday Feb. 19- Feb. 26	SEW AND SAVE WEEK This is the 6th annual promotion of piece-goods, patterns and allied notions for the purpose of teaching women how they can care for their own clothes. The president of Sew and Save Week is Henry B. Osmer. All the leading department stores, store groups and wholesale companies will take part in this event which is supported by window displays and interior displays in the stores. Contact: National Needlecraft Bureau, LE. 2-4455.	NATIONAL NEEDLECRAFT BUREAU	385 5TH AVENUE



DATE \_\_\_\_\_

WHAT'S GOING ON

GIVEN BY

WHERE

PRESS OPENINGS OF THE "BIG 6" CUSTOM-MADE COLLECTIONS

The showings of the custom-made Dress Collections of the "Big 6" are open to those members of the press who have been notified and invited.

Thursday....	<u>JAY THORPE</u>	24 WEST 57 ST.	PUBL.: MURROW McCURNIN	CI. 7-4300
Feb. 17	At 3:00 P.M.			
Thursday....	<u>BERGDORF GOODMAN</u>	754 5TH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Feb. 24	At 5:30 P.M.			
Monday.....	<u>SAKS 5TH AVENUE</u>	611 5TH AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Feb. 28	At 3:00 P.M.			
Tuesday.....	<u>MILGRIM'S</u>	6 WEST 57 ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Feb. 29	At 10:30 A.M.			
Wednesday...	<u>HATTIE CARNEGIE</u>	42 EAST 49 ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Mar. 1	At 2:30 P.M.			
Thursday....	<u>BONWIT TELLER</u>	721 5TH AVE.	PUBL.: JUNE CLARK	EL. 5-6800
Mar. 2	At 3:00 P.M.			

Monday	ADVANCE SPRING	MILGRIM'S	ST. REGIS HOTEL
Feb. 21	FASHION SHOW	(6 WEST 57TH ST.)	IRIDIUM ROOM
1:00 P.M.	Public will have an early look at pre-Easter Fashions. Press by invitation.		
Luncheon	Luncheon from \$1.85. Milgrim's Publ.: Ruth Waltz, CI.7-7200. St. Regis Publicity: Mary Alice Rice, Director, Fashion Shows, PL. 3-4500.		

Wednesday PRESS PREVIEW: CUSTOM- CHEZ NINON SALON  
Feb. 23 MADE COLLECTION 785 5TH AVENUE  
10:00 A.M. Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.

Wednesday LUNCHEON FASHION SHOW: RUSSEKS 5TH AVENUE AND WALDORF ASTORIA HOTEL  
Feb. 23 SPRING SUIT PICTURE BUREAU OF FASHION TRENDS SERT ROOM  
1:00 P.M. Tailored and dressmaker suits to show the trend moving from the man-tailored to the softer, dressmaker suit. Luncheon a la carte. Open to public. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Bureau of Fashion Trends, WI. 7-7476. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.

Wednesday      SPRIAL PRESS SHOWING      HATTIE CARNEGIE      711 FIFTH AVENUE  
Feb. 23      ORIGINAL MILLINERY MODELS  
2:30 P.M.      Press strictly by invitation.      Publicity: Josephine Hughes, WI. 2-2600.

Feb. 24 BERGDORF GOODMAN'S SPRING SHOWING FOR THE PRESS. See above for details.

Thursday	FASHION SHOW	CHEZ ROSETTE	PLAZA HOTEL
Feb. 24	AT LUNCHEON	(10 E. 56 ST.)	PERSIAN ROOM
1:00 P.M.	Mrs. Pleasants Pennington presents Dresses and Hats for Town and Country.		
Luncheon	Open to public. Press by invitation. Luncheon \$2. Chez Rosette Publ.: Mrs. Pennington, PL. 8-2460. Plaza Publicity: Alma Zaiss, PL. 3-1740.		

Sunday Feb. 27	NEW RATION TOKENS IN EFFECT	O.P.A. ORDER	ALL OVER UNITED STATES
Hand-bag manufacturers preparing Spring lines are designing purses with space for the new ration tokens which go into effect Feb. 27th. There will be 2 billion ration tokens distributed, dime-size, in plastic and base metal.			

Sunday	VICTORY CONGRESS OF	VENIDA ANNUAL HAIR-	PENNSYLVANIA HOTEL
Feb. 27	BEAUTY AND FASHION	DRESSERS' CONTEST	7TH AVE. AT 33RD ST.
Monday	At the 13th Annual New York City Hairdressers' and Cosmetologists' Conven-		
Feb. 28	tion, hairdressers will compete for the best coiffure for women in the Armed		

(Continued on following page)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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Services and in war plants. Well-known authorities will judge the winner. 2000 hairdressers expected to attend. A fashion show takes place on Sunday night, Feb. 27. Publicity: Billie Gould, Nat'l Bureau of Press Relations, MU. 2-9085.			
Monday Feb. 28 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY The Lil Picard Collection. Press by invitation.	BLOOMINGDALE'S	GREEN ROOM 59TH ST. & LEXINGTON AVE. Publicity: Karen Hollis, VO. 5-5900.
Monday Feb. 28 1:00 P.M. Luncheon	FASHION SHOW AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500. Contact: Alice Orovan, RE. 7-3767.	ALICE OROVAN (23 E. 57th St.)	ST. REGIS HOTEL IRIDIUM ROOM
Feb. 28	SAKS 5TH AVENUE'S SPRING SHOWING FOR THE PRESS. See page 7 for details.		
Monday Feb. 28- Mar. 3	NEW YORK GIFT SHOW A wide-range display of available giftwares and decorative accessories. Staged at 2 hotels because of huge crowds anticipated. Buyers and trade invited. George F. Little Management, AS. 4-3161.	NATIONAL GIFT AND ART ASSOCIATION	PENNSYLVANIA HOTEL NEW YORKER HOTEL
Tuesday Feb. 29 1:00 P.M. Luncheon	MILLINERY AT LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Contact: Erik of Paris, PL. 3-6607. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ERIK OF PARIS (15 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Feb. 29	MILGRIM'S SPRING SHOWING FOR THE PRESS. See page 7 for details.		
Tuesday Feb. 29, Wednesday Mar. 1	ANNUAL MEETING Program now in preparation; details as soon as speakers and subjects are established. Contact: Charles Blaine, 1627 K Street, N.W., Washington, D.C.	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Wednesday Mar. 1 9:30 A.M.	PRESS BREAKFAST & SPRING PREVIEW OF FASHIONS Selective interpretations of Spring in all Fashion departments. Press, strictly by invitation. Publicity: Dorothy Coburn, VO. 5-4800.	DE PINNA	650 FIFTH AVENUE
Mar. 1	HATTIE CARNEGIE'S SPRING SHOWING FOR THE PRESS. See page 7 for details.		
Thursday Mar. 2 10:30 A.M.	PRESS PREVIEW: SPRING FASHION COLLECTION This is the annual Spring Collection of Bendel Originals. Press by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
<del>Friday</del> Mar. 1 1:00 P.M. Luncheon	SPRING FASHIONS SEEN AT LUNCHEON The day-dresses, suits and coats we will be wearing for spring will be seen on this luncheon occasion. Open to public. Press by invitation. Luncheon a la carte. Contact: Miriam Landey, RE. 7-1310. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MIRIAM LANDEY (22 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Mar. 2	BONWIT TELLER'S SPRING SHOWING FOR THE PRESS. See page 7 for details.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Mar. 6 1:00 P.M. Luncheon	<i>Millinery</i> MILLINERY FASHIONS AT LUNCHEON Open to public. Press by invitation. Luncheon from \$1.85. Franklin Simon Publicity: Milfred Kaldor, WI. 7-9600. St. Regis Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	FRANKLIN SIMON	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Mar. 7 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56th St.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 8 1:00 P.M. Luncheon	SPRING FUR FASHIONS AT LUNCHEON SHOWING Open to public. Press by invitation. Luncheon a la carte. Dein Bacher Publ.: Miss Davis, PL. 8-0221. Waldorf Publ.: Ted Saucier, EL. 5-3000.	DEIN BACHER (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Monday Mar. 13- Mar. 15 Fashion Show Mar. 14 8:30 P.M.	POST-WAR BEAUTY CONVENTION Theme of this show is how women will convert from war work to civilian beauty again. There will be events all day, including classes in coiffures as related to faces and fashions. Exhibits of all kinds, plus a coordinated fashion show of spring Hats and Accessories as styled to faces and hair. Open to members of trade and press. Publ.: A. Gail, CI. 7-6432.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Tuesday Mar. 14 1:00 P.M. Luncheon	DRAMATIC FASHION SHOW OF HATS There is always showmanship in a Florell millinery display. Open to public. Press by invitation. Luncheon from \$1.85. Florell Publicity: Mr. Fredericks, PL. 5-0895; Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Mar. 15 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon a la carte. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Mar. 16 1:00 P.M. Luncheon	SPRING SHOWING: FURS, HATS AND ACCESSORIES A collection featuring the careful custom-made needlework of this well known house. A small but choice line of dresses and blouses, hand-made and de luxe. Open to public. Press by invitation. Luncheon \$2. Publicity: Alma Zaiss, PL. 3-1740.	STEIN & BLAINE (15 W. 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
Saturday Mar. 18 8:00 P.M.	ANNUAL BENEFIT FASHION SHOW AND ENTERTAINMENT This includes a fashion show with models by Charles Armour, William Bloom, Anthony Blotta, I.J. Fox, Fox-Brownie and others. Personalities from radio, stage and screen will entertain. Tickets from \$1.10-\$8.80. Contact: Mrs. Gustave Hartman, AL. 4-8300.	ISRAEL ORPHAN ASYLUM	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.

#### DATES AHEAD

Jan. 29	PRESIDENT'S BIRTHDAY BALL	(Sat.)
Feb. 12	LINCOLN'S BIRTHDAY	(Sat.)
Feb. 14	ST. VALENTINE'S DAY	(Mon.)
Feb. 22	WASHINGTON'S BIRTHDAY	(Tues.)
Feb. 23	ASH WEDNESDAY (Lent Begins)	

#### RED LETTER WEEKS

Jan. 17-23	NATIONAL THRIFT WEEK
Feb. 6-13	NATIONAL DRAMA WEEK
Feb. 15-22	NATIONAL CHERRY WEEK
Feb. 19-26	NATIONAL SEW AND SAVE WEEK



# MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday.....EVENT: WAR BOND GUESTS, MONTE CARLO RESTAURANT, 51 EAST 54TH STREET  
 Jan. 21 All sorts of stage talent including Georgia Gibbs, Brian Aherne, Wendy Barrie and others will appear at the Monte Carlo to whoop it up for the 4th War Bond Drive. Publicity: Ross Associates, BR. 9-5906.

Saturday...PRESENTATION: BIZET'S "CARMEN", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.  
 Jan. 22 With Mme. Djanel. Sir Thomas Beecham conducting at matinee performance.  
 2:00 P.M. Publicity: Constance Hope, PL. 3-3390.

Saturday...PRESENTATION: "THE MAGIC FLUTE", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.  
 Jan. 22 With Mme. Novotna. Bruno Walter conducting. Publicity: Constance Hope.  
 8:00 P.M. PL. 3-3390.

Monday.....OPENING: "THE DUKE IN DARKNESS", PLAYHOUSE THEATRE, 137 WEST 48TH STREET  
 Jan. 24 Featuring Raymond Burr, Horace Cooper, Ralph Douglas and others. Costumes,  
 8:40 P.M. Stewart Chaney. Publicity: Sam Friedman, WI. 7-5823.

Tuesday....OPENING: "THE CHERRY ORCHARD" NATIONAL THEATRE, 208 WEST 41ST STREET  
 Jan. 25 A master production of the famous Chekhov play, produced by Carly Wharton  
 8:40 P.M. and Margaret Webster. Starring Eva Le Gallienne and Joseph Schildkraut.  
 Costumes, Motley. Publicity: Richard Maney, WI. 7-6939.

Tuesday...PREMIERE: "SONG OF BERNADETTE" (Movie) RIVOLI THEATRE, 1620 BROADWAY  
 Jan. 25 A 20th Century-Fox picture starring Jennifer Jones and William Eythe. This  
 is an important religious picture, bound to stir up controversy. Beautifully  
 done with costumes by Rene Hubert. Publ. Jeannette Sawyer, CI. 6-0950.

Tuesday....PREMIERE: "GUNG HO" (Movie) CRITERION THEATRE, 1514 BROADWAY  
 Jan. 25 A Universal picture with Randolph Scott and others based on the campaign in  
 Makim Island. Costumes, Vera West. Publ. Al Horwits, CI. 7-7100.

Wednesday..OPENING: "WALLFLOWER", CORT THEATRE, 138 WEST 48TH STREET  
 Jan. 26 A modern comedy backed by Meyer Davis, well known orchestra leader, with  
 8:40 P.M. Walter Greaza, Mary Rolph, Katheryn Gibney and others. Costume supervision,  
 Bianca Stroock. Publicity: Willard Keefe, CI. 7-5282.

Thursday...PREMIERE: "HIGHER AND HIGHER" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET  
 Jan. 27 The swoon-crooner, Frank Sinatra, opens in his first movie with Michele  
 Morgan and Jack Haley. A 20th Century-Fox production. Costumes, Edward  
 Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Friday.....OPENING: "MEXICAN HAYRIDE" IMPERIAL THEATRE, 249 WEST 45TH STREET  
 Jan. 28 The long awaited carriage trade musical-opening of the season, produced by  
 8:40 P.M. Michael Todd. Music, Cole Porter. Lyrics, Herbert and Dorothy Fields.  
 Cast includes June Havoc, Bobby Clark and others. Costumes, Mary Grant.  
 Publicity: Frank Goodman, CI. 7-4374.

Monday.....OPENING: "PEEPSHOW" FULTON THEATRE, 210 WEST 46TH STREET  
 Jan. 31 An escape comedy by Ernest Pascal, with Tamara Geva, John Emery and others.  
 8:40 P.M. Sets and costumes, Lemuel Ayers. Publicity: Fred Spooner, CH. 4-7693.

Friday.....PREMIERE: "IN OUR TIME" (Movie) STRAND THEATRE, BROADWAY AT 47TH STREET  
 Feb. 4 A Warner Bros. war-time picture with Polish background, starring Ida Lupino,  
 Paul Henreid, Nancy Coleman and others. Costumes, Milo Anderson. Publicity:  
 Eve Siegel, CI. 5-1000.

Beginning..PRESENTATION: "DER RING DES NIBELUNGEN", MET. OPERA HOUSE, B'WAY AT 39TH ST.  
 Tuesday Performance repeated the last 4 evenings in Feb. Under direction of George  
 Feb. 8 Szell. Cycle will be opened with "Das Rheingold", followed by "Die Walkuers",  
 "Siegfried" and "Goetterdaemmerung" the next three consecutive Tuesdays.  
 Publicity: Constance Hope, PL. 3-3390.

Thursday...PREMIERE: "THREE RUSSIAN GIRLS" (Movie), PALACE THEATRE, B'WAY AT 47TH ST.  
 Feb. 10 United Artists presents this new movie starring Anna Sten, Kent Smith and  
 others. Publicity: Lou Pollack, BR. 9-7300.

Wednesday..LECTURE: ANNE O'HARE McCORMICK TOWN HALL, 123 WEST 43RD STREET  
 Feb. 16 Mrs. McCormick, Editor, N. Y. Times, will talk on "War Today." Mrs. McCor-  
 mick is one of the Town Hall Wednesday lecturers, in the series of 12. Price  
 for series, \$10 or \$12. Contact: Town Hall, WI. 7-5800.